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By:

THOMAS M. GALGANO

Date: May 6, 2008



PATENT
DOCKET NO.: 1367-9

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT : SMITH ET AL.
SERIAL NO. : 10/089,126
FILED : AUGUST 5, 2002
TITLE : INTERACTIVE SYSTEM AND METHOD FOR VIEWING
ONLINE ADVERTISING
EXAMINER : DANIEL M. SORKOWITZ
ART UNIT NO. : 4137

AMENDMENT IN REPLY TO OFFICE ACTION

Commissioner for Patents
U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated February 6, 2008, please amend the
above-identified application as follows:

Amendments to the Claims are reflected on page 3 of this paper.

Remarks/Arguments begin on page 21 of this paper.